RJ Reynolds
Tobacco Company

G. N. Kuruc, Jr.
Key Account Manager
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908-225-4774
Voice Mail 43778

E-Mail
January 29, 1997

To: All Retail Representatives With Responsibility For Hess Mart and Co-Op Locations

RE: Hess Mart and Hess Co-Op Non Compliance Handling

0353-02-01	0353-03-01	0353-02-02	0353-03-02
0353-02-03	0353-03-03	0353-02-04	0353-03-04
0353-02-05	0353-03-05	0353-02-06	0353-03-06
0353-02-07	0353-03-07	0353-02-08	0353-03-08

To facilitate more expedient handling of serious, ongoing non compliance issues please contact responsible RJR Field Managers directly (voice mail) beginning with receipt of this letter. Listed below is a list of Managers who contact Hess Division offices:

Hess Division	Chain ID #	RJR Manager	Voice Mail #
Long Island/NYC	0353-02-01 0353-03-01	KAM George Moulton	46958
New Jersey	0353-02-02 0353-03-02	KAM Nick Kuruc	43778
Mid Atlantic	0353-02-03 0353-03-03	RM Ed Agner	76961
Upstate NY	0353-02-04 0353-03-04	AM Sharon Schwalm	73700
New England	0353-02-05 0353-03-05	AM Rich Tanchyk	69136
Georgia/SC	0353-02-06 0353-03-06	KAM Rusty Shaw	68993
N. Florida/SC	0353-02-07 0353-03-07	SR Joe Williams	59222
S. Florida	0353-02-08 0353-03-08	KAM David Deese	46667

51850 6106

Source: https://www.industrydocuments.ucsf.edu/docs/ljby0000

When a non compliance issue continues after adequate discussion with store management and subsequent warnings, refer to the above table for proper chain ID number and RJR contact.

As information, your efforts in 1996 paid great dividends in this important Chain. RJR ended the year with a + 6.8% share gain in Hess Mart (now 26.7%), and a 4.5% gain in Hess Co-Op (now 18.9%). SIGNATURE is an unqualified success with an overall 5.8% of Hess's total cigarette business. These accomplishments can be attributed to your regular contact, and effective implementation of our Programs in all Hess Locations.

Thanks for your help, and keep up the good work!

Best Regards,

Nick Kuruc

51850 6107

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